

Order / Rev: 714492
 Alt Order #: 06321162
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: NEA Fund for Children and Public
 Product Desc: NEA FUND FOR CHILD.
 Estimate: 1640

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/21/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$800.00		0.00						
E 4	WKYC	09/21/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$1,400.00		0.00						
E 5	WKYC	09/21/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$2,500.00		0.00						
E 6	WKYC	09/21/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$800.00		0.00						
E 7	WKYC	09/24/12	09/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,200.00		0.00						
E 8	WKYC	09/24/12	09/24/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$650.00	P-5	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$650.00		0.00						
E 9	WKYC	09/24/12	09/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$800.00		0.00						
E 10	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$3,000.00		0.00						
E 11	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$2,500.00		0.00						
E 12	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$2,500.00		0.00						
E 13	WKYC	09/24/12	09/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$2,000.00		0.00						
E 14	WKYC	09/24/12	09/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$800.00		0.00						
E 15	WKYC	09/22/12	09/22/12		CM	6-630p	-----S-	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00

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Product Desc: NEA FUND FOR CHILD.
Estimate: 1640
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat 6-630p											
				Channel 3 News at 6P SAT											
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S-					1	\$3,000.00		0.00			
E 16	WKYC	09/22/12	09/22/12	Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
				Nightly News											
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S-					1	\$4,000.00		0.00			
E 17	WKYC	09/22/12	09/22/12	SAT TDY	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				NBC Today Show (Sa)											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S-					1	\$2,500.00		0.00			
E 18	WKYC	09/20/12	09/20/12	M-F 11a-1230p	CM	11a-1230p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				11a-1230p											
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$800.00		0.00			
E 19	WKYC	09/20/12	09/20/12	M-F 3-4p	CM	3p-4p	---T---	:30	1	\$650.00	P-5	0.00	NM	1	\$650.00
				The Doctors											
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$650.00		0.00			
E 20	WKYC	09/20/12	09/20/12	Early Today	CM	4a-430a	---T---	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
				Early Today											
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$100.00		0.00			
E 21	WKYC	09/20/12	09/20/12	M-F 4-5p	CM	4p-5p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				Ellen Degeneres											
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$800.00		0.00			
E 22	WKYC	09/20/12	09/20/12	M-F 6-630p	CM	6p-630p	---T---	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
				Channel 3 News at 6p											
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$3,000.00		0.00			
E 23	WKYC	09/20/12	09/20/12	M-F 7-730p	CM	7-730p	---T---	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
				Channel 3 News at 7P											
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$3,000.00		0.00			
E 24	WKYC	09/20/12	09/20/12	M-F 7-9a Today	CM	7a-9a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$2,500.00		0.00			
E 25	WKYC	09/20/12	09/20/12	M-F 9-10a Today II	CM	9a-10a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				Today Show II											
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---					1	\$800.00		0.00			
E 26	WKYC	09/25/12	09/25/12	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
				Tonight Show		(11:35 PM-12:35 XM)									
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----					1	\$3,500.00		0.00			
E 27	WKYC	09/25/12	09/25/12		CM	2-3p	-T-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 2-3p Rachel Ray		(2:00 PM-3:00 PM)									
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$450.00		0.00						
E 28	WKYC	09/25/12	09/25/12	Early Today Early Today	CM	4a-430a	-T-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$100.00		0.00						
E 29	WKYC	09/25/12	09/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$800.00		0.00						
E 30	WKYC	09/25/12	09/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$1,000.00		0.00						
E 31	WKYC	09/25/12	09/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$1,400.00		0.00						
E 32	WKYC	09/25/12	09/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$3,000.00		0.00						
E 33	WKYC	09/25/12	09/25/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$2,000.00		0.00						
E 34	WKYC	09/25/12	09/25/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$800.00		0.00						
E 35	WKYC	09/19/12	09/19/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$3,500.00		0.00						
E 36	WKYC	09/19/12	09/19/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$800.00		0.00						
E 37	WKYC	09/19/12	09/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$800.00		0.00						
E 38	WKYC	09/19/12	09/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$1,400.00		0.00						
E 39	WKYC	09/19/12	09/19/12		CM	6a-7a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a											
				Channel 3 News Today @ 6AM											
				CH3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$2,500.00		0.00						
E 40	WKYC	09/19/12	09/19/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$2,500.00		0.00						
E 41	WKYC	09/19/12	09/19/12	M-F 730-8p	CM	730-8p	--W----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				Entertainment Tonight											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$2,000.00		0.00						
E 42	WKYC	09/19/12	09/19/12	M-F 9-10a Today II	CM	9a-10a	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				Today Show II											
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$800.00		0.00						
													Totals	42	\$71,400.00